

Message Text

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SUBJ: OPPORTUNITY PROMOTION PROGRAM AT USTC

REF: USDOC 17032, CAGNE TELEX 092078

1. REGARDING YOUR PROPOSAL TO POSTPONE HOUSEWARES SHOW, WE NATURALLY AGREE ON POSTPONEMENT IF YOU ARE UNABLE TO PROCURE ENOUGH PARTICIPANTS AT THIS TIME. FEBRUARY 1979 IS ACCEPTABLE ALTERNATIVE SLOT.
2. WE REALIZE THAT YOU MUST BE HAVING MANY PROBLEMS RECURUTING FOR OUR SHOWS BECUASE OF PUBLICITY OVER RECENT EVENTS HERE BUT WE THINK THAT THIS STILL IS AN EXCELLENT MARKET FOR CONSUMER ITEMS. WE DOUBT THAT MOST HOUSEWARE PURCHASES WOULD BE CONSIDERED CONSPICIOUS CONSUMPTION. MOREOVER, CONSUMER GOODS SALES PROBABLY ARE NOT SO SENSITIVE TO DISLOCATIONS IN THE MARKER PLACE AS CAPITAL INVESTMENT.
3. SECURITY SITUATION HERE IS NOT AS SERIOUS AS OME WOULD BELIEVE. CURFEW HAS BEEN MOVED BACK TO 12 MIDNIGHT. SINCE TROUBLE ON FIRST DAY OR TWO OF MARTIAL LAW IMPOSITION, NO NEW DEMONSTRATIONS OR VIOLENECE HAVE TAKEN PLACE. WE CANNOT PREDICT THE EFFECT OF ANY FUTURE POLITICAL DEVELOPMENTS, BUT BUSINESS IS GOING ON NOW PRETTY MUCH AS USUAL. IF INVESTMENT IS DEPRESSED SOME, IT WAS LONG BEFORE THE RECENT DIS-

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ORDERS.

4. TEMPORARY HOLD ON PREPARATIONS FOR ELECTRICAL ENERGY, SHOW SCHEDULED FOR JANUARY OR POSTPONEMENT OF THIS SHOW WOULD BE VERY UNFORTUNATE, AND WE BELIEVE WE SHOULD ALL MAKE MAXIMUM EFFORT TO ADHERE TO ORIGINAL SCHEDULE. ALSO BELIEVE HEAVY EMPHASIS ON SOLAR EQUIPMENT AND SYSTEMS IN

THIS SHOW WOULD BE A MISTAKE, COMING SO SOON AFTER OUR SOLOR SHOW IN APRIL, 1978. THERE HAS NOT BEEN ENOUGH TIME FOR SIGNIFICANT NEW SALES OPPORTUNITIES TO DEVELOP, BEYOND THOSE EXPLORED IN SOLAR EXHIBIT IN APRIL. THIS IS A LONG TERM PRODUCT OPPORTUNITY, AND WE SHOULD NOT EXPECT QUICK RESULTS. MRO AND COMMERICAL SECTION HAVE PREPARED UPDATE OF SECTORAL SURVEY SECTION OR ELECTRIC POWER, WHICH WILL BE SUBMITTED SOON IN AIRGRAM FORM.

5. GOVERNMENT POLICIES ARE A BIT UNCERTAIN AT PRESENT. SOME CHANGES IN PRIORITIES MAY ALREADY BE EVIDENT, BUT WE HAVE LITTLE HARD INFORMATION ON EITHER CUTBACKS OF PLANNED PROJECTS OR SIGNIFICANT NEW ONES. MARKET RESEARCH OFFICER WILL BEGIN WORK ON OPPORTUNITY PROMOTION THEME, BUT FAST-BREAKING DEVELOPMENTS POINTING TOWARD GOOD SHOW THEMES ARE NOT REALLY VERY LIKELY IN NEXT FEW MONTHS. WHEN GOVERNMENT ANNOUNCES DETAILS OF NEW PROGRAMS WE WILL BE IN BETTER POSITION TO SUGGEST HOW TO TAKE ADVANTAGE OF OPPORTUNITIES CREATED. RURAL ELECTRIFICATION PROGRAM, RENEWED EMPHASIS ON AGRICULTURE, AND POSSIBLE CUTBACK IN NUCLEAR POWER PROGRAM WITH MORE EMPHASIS ON CONVENTIONAL POWER PROBABLY WILL OFFER NEW SALES OPPORTUNITIES BUT WE REPEAT THAT THE GOVERNMENT IS UNABLE AT THIS POINT TO GO BEYOND GENERALITIES. FIRE, AND SAFETY EQUIPMENT MIGHT BE ANOTHER GOOD THEME, BUT WE DO NOT EXPECT A RADICAL INCREASE IN INTEREST. MRO NEVERTHELESS WILL INVESTIGATE THIS POSSIBILITY.

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